

ABSTRACT A display control device is provided which includes characteristic value-calculating unit for calculating a characteristic value based on an input image signal, a conversion characteristic-calculating unit for determining a conversion characteristic from the characteristic value, and a signal-converting unit for converting the input image signals in accordance with the determined conversion characteristic. The conversion characteristic has a low level region segment, which is close to the origin of axes respectively representing the input image signal and an output image signal of the display control device, a high level region segment, which is close to a full scale point, and a middle level region segment, which is positioned between the low level region and high level region, and the slope in the middle level region is set so as to be larger than both of the slopes of the low level region and the high level region.